

## ABSTRACT

Embodiments of our invention relate generally to determination of consumer preferences using a computer network, which may include the internet. More specifically, 5 embodiments of this invention relate to adaptive discrete choice modeling via the Internet utilizing either wired or wireless means of interaction between two or more parties.

Embodiments of our invention concern certain methods of simulating a respondent's purchasing behavior. The methods include employing, as defined by a user, a substantially unlimited number of product attributes and a substantially unlimited 10 number of product attribute levels, generally combined with a respondent's elimination of certain of those attributes and/or levels that do not figure into the respondent's purchasing decision or simulated purchasing response.

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